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### Research Result Summaries

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## Participant motivations and attitudes toward leisure and recreation opportunities in Essex County

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### **Principle and Co-Investigators**

Terence Eddy, Guilia Barile, Johnathan Bruyey, Erin Dufour, Emma Duinker, Bryan Dutot, Zachary Evans, Evan Gilbert, Chelsey Leahy, Kimberly Lemon, Jesse Schrade, and Maggie Veitch

This project consisted of three interrelated studies investigating important facets of the tourism landscape within Essex County. The specific aims of the three projects were: 1) to investigate participants' motives for event attendance and satisfaction, among both residents of Essex County and visitors, 2) to investigate the motivations and perceived destination images of Windsor and Detroit among tunnel bus riders, as well as the impact the tunnel bus has on economic activity in the City of Windsor, and 3) to examine Essex County as a wine region, and the effect this image has on other tourism aspects of the surrounding community.

The findings for research aim 1 indicated that for the 20 regional events that were included in the study, participant satisfaction with the events was very high, and satisfaction was a strong predictor of future intentions to attend events. Participants who indicated stronger entertainment- and escape-related motivations for attending events were also more satisfied with those events.

The findings associated with research aim 2 indicated that the destination images of Windsor and Detroit were perceived very similarly (and somewhat positive) by tunnel bus riders in general. However, perceptions of Windsor's social setting (i.e. cleanliness, friendly people, safety) were more positive than for Detroit. A majority of tunnel bus riders frequented restaurants and/or bars/nightclubs before or after events they were attending in Detroit, but were more likely to engage in these behaviours in Windsor rather than Detroit.

Participants for research aim 3 were attendees of the Taste the Season wine event. Overall, participants indicated very strong intentions to return to future wine events, as well as to return to the wineries more generally. Interestingly, the participants indicated only being somewhat knowledgeable about wine, but this was not a barrier to attendance. Further, almost half of the participants were not aware of the existence of the EPIC wine passport but, as expected, those who have had the passport were more likely to visit the wineries in the future.